

Sign Variance - 322 Yonge St

Date:	May 20, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	P:\2009\Cluster B\BLD\Toronto and East York\2009TE037 05 126699 ZSV 00 ZR

SUMMARY

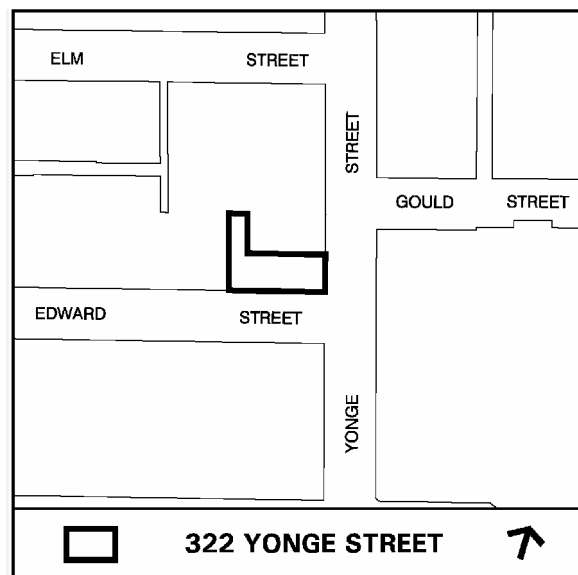
This report reviews and makes recommendations on a request by David Monaghan of Kramer Design Associates on behalf of Nick Stanoulis for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, an illuminated roof sign containing almost one third of the sign as full colour LED video board for animated copy, at 322 Yonge Street.

Staff recommends approval of the application subject to the conditions of approval listed below in the recommendations sections. With these conditions in place, the requested variances are minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. City Council approve the requested variances to permit, for third party advertising purposes, an illuminated roof sign containing a portion of the sign as full colour LED video board for animated copy, at 322 Yonge Street, conditional upon the following:
 - a. the existing third party roof sign is removed;



- b. that energy efficient lights be used; and
 - c. the visible sign structure and attributes are constructed of non-corrosive materials.
2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant, upon approval of variances, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located north of Dundas Street at the north-west corner of Yonge and Edward Streets in a “CR” zone. The property contains a 2-storey building with retail uses at the grade level. The original sign variance application submitted in April 2005, was a proposal to remove the existing third party roof sign and to replace it with a Media Tower containing two HDTV full colour LED video screens and five synchronised tri-vision panels, one Ticker Band and two LED Light Changing Bands below the advertising panels of the sign. At that time the City of Toronto was in discussion with Downtown Yonge Business Improvement Area (DYBIA) and during discussions it became evident that a signage vision was necessary to guide all large-format signage in this area and subsequently at the request of the applicant, the sign variance application was put on hold pending the adoption of a signage vision study by the City Council. The signage vision evolved over a two year process that included consultation with the DYBIA membership, Area Councillor and various relevant City of Toronto divisions, including Community Planning, Urban Design, Heritage and Transportation Services.

At its meeting of April 29 and 30, 2009 City Council adopted a report and recommendations relating to the “Signage Vision” for the Downtown Yonge BIA which is intended to guide all large-format signage applications for the properties located within the study area. The study area includes properties with principle frontages directly on Yonge Street and Dundas Square from Gerrard Street to the north and Queen Street to the south and it also includes the small segment of Dundas Street between Yonge and Bay Streets.

Subsequent to the original submission of this application in 2005, the applicant has revised the proposal which would now include the removal of the existing third party roof sign and installation of an illuminated large size roof sign, for third party advertising purposes. The proposed roof sign is designed to contain three colour changing display bands below the sign’s three advertising panels. The sign would contain a curved LED video display panel in the middle facing southeast at the corner of the building and two illuminated static display panels extending to the north along Yonge Street facing east and to the west along Edward Street facing south. The sign is directed towards the Yonge-Dundas Square and on to the pedestrians and motorists on Yonge and Edward

Streets. The video portion of the sign has an area of 43.9m² and each of the illuminated static panels would have an area of 26.75m². The proposed sign would have an aggregate area of 161.4m². The sign height from grade to the top of sign is 15.56m. The sign height from the top of parapet wall to the top of the sign is 7.57m (see sign graphics).

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1. Chapter 297-10 D (16)	To erect an illuminated third party roof sign containing a LED video board panel for animated copy.	A roof sign in a CR or MCR zone is not permitted.
2. Chapter 297-10D (16)	To erect an illuminated third party roof sign containing a LED video board panel for animated copy.	A sign containing an animated copy is not permitted.
3. Chapter 297-10D (16)(f)	The proposed roof sign would have an area of 161.40m ² .	The proposed 161.40m ² sign area would exceed by 136.40m ² , the maximum 25.0m ² sign area permitted.
4. Chapter 297-10F (1)	The proposed third party roof sign would be located less than 60.0m from other existing third party signs located in the vicinity.	The proposed third party roof sign would not meet the required 60.0m separation distance between the third party signs in the vicinity.

COMMENTS

The Municipal Code does not permit roof signs in CR or MCR zone districts and the signs in these areas are not allowed to contain video image panels to display animated copy. Also, the size and height of signs on buildings are regulated in order to minimize any negative impact of the signs on the buildings to which they are attached, surrounding uses and the streetscape. In 1994, the sign by-law 1994-0337 introduced a 60-metre separation distance requirement between the third-party signs in order to prevent sign clutter in the area.

The “Signage Vision for the Downtown Yonge Strip” report deals with a strategy to permit high calibre spectacular signage that would help to strengthen the precinct as a

special place in Toronto. The strategy recognizes the opportunity for signage to become an integral built form component and contribute to urban design objective for the precinct. The study recognizes that vibrant and large scale signage already exists and is a defining characteristic of this area and for this reason all future large-format signage in this area should be subject to special rules that are exceptional to any other location in the city. The signage study also deals with the signage at the Key Visual Sites, such as Dundas-Square Landmark Signage, Gateway Signage, Terminating Signage and Signage at the Corner Sites.

Design principles included in the study include:

- should be oriented to the primary corner
- these sites oblige the highest possible quality in architectural design, lighting and framing
- signage is encouraged to reinforce the corner in its orientation and design
- where the signage wraps onto a cross-street to the Yonge Strip, signage may have no more than 15.0m of frontage from the corner.

Although, the proposed third party roof sign does not meet the requirements of Chapter 297-Signs, of the Municipal Code with respect to the sign type, its size, attributes and separation distance; the proposed sign would be located within the “DYBIA- Signage Vision” study area at the corner of Yonge and Edward Streets. When reviewing the proposed sign with the principles and criteria established in the “DYBIA- Signage Vision” study for the Corner Sites in the precinct area staff have determined that the proposed roof sign at this location is acceptable.

As part of this proposal, the applicant is proposing to improve the façade of the building by adding new aluminium framing and perforated panels on east and south elevations of the building, removing existing signage in the windows, and replacing the existing first party signage with new and updated illuminated letters of the same size as the existing sign. These building improvements are in keeping with the principle in the “DYBIA- Signage Vision” which requires as part of the signage program for a building to include improvements to the existing building façade. In addition, the “DYBIA- Signage Vision” envisages that signs consist of the highest possible quality in architectural design, lighting and framing. In order to assist with meeting this requirement a condition that the visible sign structure and attributes are constructed of non-corrosive materials and the energy efficient lighting be used would be appropriate.

Staff recommends approval of the application conditional upon meeting all of the above requirements listed in the recommendations section. With these conditions in place, staff considers that the requested variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

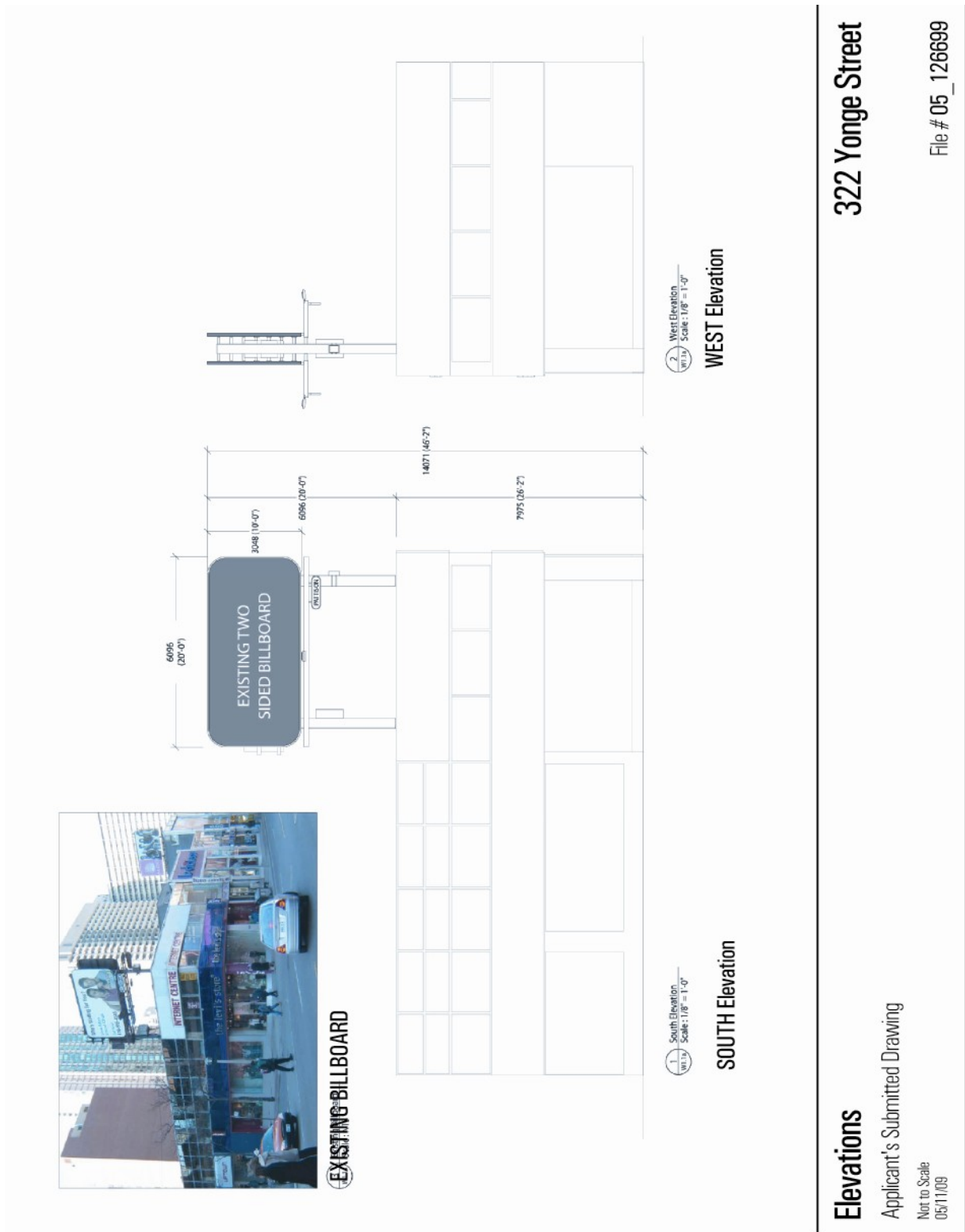
ATTACHMENTS

Attachment 1: Existing Elevations

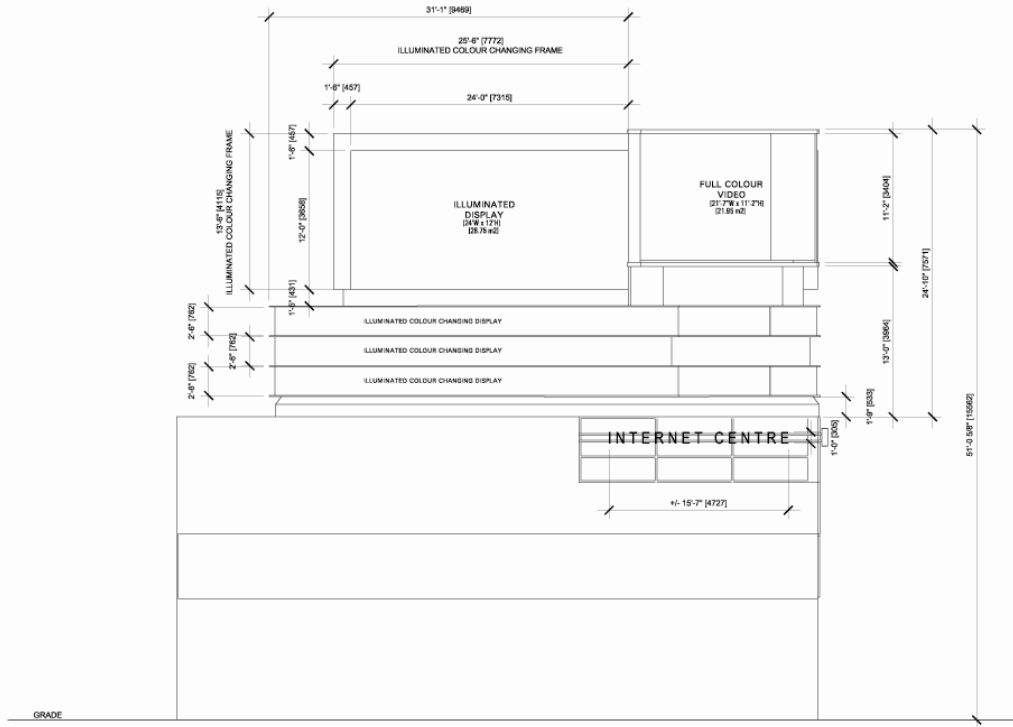
Attachment 2: South Elevation

Attachment 3: Proposed Elevation

Attachment 1: Existing Elevations



Attachment 2: South Elevation



South Elevation

Elevations

Applicant's Submitted Drawing

Not to Scale
05/11/09

322 Yonge Street

File # 05_126699

Attachment 3: Proposed Elevation



YONGE - EDWARD CORNER
PROPOSED

IMPROVEMENTS TO FACADE INCLUDE:

- CLEANING, ADDITION OF NEW ALUMINUM FRAMING AND IMPROVED PANELS TO IMPROVE CURB APPEARANCE ON SOUTH AND EAST ELEVATIONS.
- ALL TEMPORARY SIGNAGE IN WINDOWS TO BE REMOVED.
- EXIT ON EDWARD STREET TO HAVE GRAFFITI CLEANED AND POSTERS REMOVED.

Elevations

Applicant's Submitted Drawing

Not to Scale
08/11/09

322 Yonge Street

File # 05 126699